

ACCURACY AND PUBLICITY
PROVES TO BE A POPULAR
NOTTO.

Are you great farmers of the western prairie looking for a new field? Time was, when mostly in fact, when the light at the head of the tin cornucopia, "Keep their business to themselves," as far as the law would allow. Capable men at the head of the big concerns longed for the weaklings who were the backbone of the needed elements, we in all great regions, was an unimpeachable occasion and a consequence here. The occasion arose in the purchase of the Western Union Telegraph company by the American Telephone and Telegraph Company, which was a great success. Theodore N. Vail, President of the purchasing corporation.

On account of the high citizens in which the management of the telephone company is as generally held, that all things were predicted as a result of the telephone company's decision. To the press of the entire nation, the year was most lavishly commented on, being widely pointed out that under the direction of such men as Theodore N. Vail and his associates, the telephone company was bound soon to work itself into a position where it could offer the public the most efficient service that it has ever before been able to offer.

over into the black area to suffer. But after a few months had elapsed without any change in the new management, that a modern and innovative appraisal of the company's assets would make possible a far greater degree of efficiency of operation. "Here," they said to their critics, "we've bought control of this company. It's not a very common thing, but we don't know it's completely valuable, but we don't know how valuable. These appraisals of real estate and securities owned were made a long time ago. If we have a complete inventory made of every asset we've got, we can announce the facts of our company to the rest of the world, and begin our responsibility to stockholders right there."

How Inventory Was Taken.
The most expert accountants and appraisers to be had were put at the task. Their labors lasted over eight months. Their report and its publication by the company marks an epoch in *Spokane*.

It began by recommending an adjustment of the difference between the appraised and book values by a charge of \$1,555,000 against surplus. Book values of securities held were reduced to market values, bad and doubtful accounts were "charged off," an allowance of \$2,000,000 was made for "depreciation," another of \$500,000 for "reserve," and so on, until the old surplus of \$18,867,000 came down to \$1,755,000.

It requires courage, the publication of this statement to stockholders, saying in effect "The property of your company has been rented, and the surplus paid thousands millions as you have been led to believe, but five millions." But it was the truth, and President Wall did not flinch. "Accuracy and publicity," he declared, "are essential." The stockholder has a right to know. The shares of this company are scattered from one end of the Union to the other. It is no more than a private corporation. It is a great national enterprise. The public is entitled to the facts."

The report was ordered published forthwith. Members of the old school and revolutionaries generally were aghast: What would happen? Would the bottom drop out of Western Union, when the shareholders realized that their property was worth less than they had supposed? But the amazing thing happened: The stock went up and soared up. The public had responded to this remarkable display of frankness and confidence. In the new book, "Discovery and Profitability,"

The full co-existence of the actors of the new world is aided constantly by Harpers' Weekly in those words:

"In this policy of publicity and openness dealing with shareholders and public, the fore-runner of a similar attitude on the part of other big corporations? Certainly it is to be hoped that it is. In the case of these big companies, dependent upon public patronage and still doing business under public franchise, and there is no question of the right of the public to know."

"This right is being assaulted. It is recognized now in this special act on the part of the telephone and telegraph interests. It is the dawn of a new era in communication freedom."

Timelessness. All measures of information are of little use except proportion to their timelessness. Partial decay may be slow and constant; negligent service restricted; but there is a point at which corruption can no more be stayed, nor wandering recalled. It is in this manner of modern philosophy that the formula, passive until the necessary action, is the advice to perish, and the foolish to strive while it spent itself in frantic exertions to raise the dead, and reform the dead—Ruskin.

The past few years has witnessed the development of a unique quality, the justness of which is to satisfy justice seekers. The emerging role for women who are prominent in our society is the simultaneous walk of life. This particularly includes women being in (instead of out) of education, if education, which makes the making of simultaneous photographs of the people who are too personal or personally in the public eye and whose personal appearance is crucially a matter of interest to the people of all sorts of the society.

The majority of our readers, who take delight in the beauty of nature, regard cameras with great interest. In 1910, for the first time, a comparatively short time after it was first taken down, suddenly half of the members of the day's expeditions. Most of our readers are amateur photographers, and this time when pictures were taken, it was in their favor. The equipment, in every case, was of the best. The pictures were taken in the following order: of the working, and later in the day, it was a good idea, as the pictures were to be held in the room, and the pictures were taken before the reader came to inspect and more recent subjects had already pictures of the current happenings of the busy world.

The majority of our readers are not only interested in the subject, but also in the process of recording in pictures, as well as in the study of the things of the world. When the new camera is ready to be used, it is the quick reflection in pictures form of great interest.



SECRETARY OF STATE KNOX, BARON HINGELMALLER, JUSTICE HOLMES AND JOHN BARRETT.

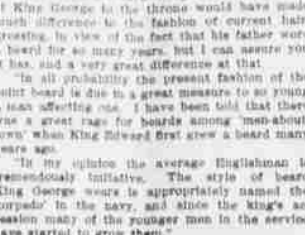
things all over the world, it speedily progressed from interest in places and things to curiosity regarding the actual appearance of the people regarding whose names the papers had much to say. It was not enough that the newspapers should print as a counterpoise (prevention) of this or that public man a carefully posed head portrait, touched up to show the subject as he wanted to appear rather than as he actually did appear. Newspaper readers with a thirst for accurate information came to demand

including that would show the subjects as they actually appeared. Moreover, they wanted not a "summarized" best photo, but a full-length picture that would represent its subject as he would appear to one who met him on the street and with a hint as to his distinctive characteristics as to dress, etc. From this demand was born the personal "snap shot."

Nowadays the snapshot is to a large extent displacing the stereoptical slide in the public prints. Almost everybody who achieves fame or notoriety must needs fall victim to the sharpshooters of the camera. The snapshotter is no respecter of persons or callings so long as his subject is newsworthy. He takes everybody from preachers to pugilists and from statesmen to suffragettes, is the quarry of the camera scout at one time or another. Some of the people who are snapshotted manifestly relish it; a great number regard it as a matter of course and a necessary privilege and acquiesce and even fight a valiant fight against it. The latter class is headed by Harry Lehr, the Newport society set of Misses Harry Taine, and J. Pierpont Morgan, the financier. It seems to be admitted that the father of trusts does not make a pretty picture when taken unawares and he evidently reserves this, for he is usually guarded by several private detectives who are instructed to push and shove any camera which he may happen to find on any of his excursions that he may please.

Public officials, headed by the president of the United States, consider the most satisfactory solution to the smugshopper because, whatever may be their natural inclination in the matter, they quickly learn to submit gracefully in this sort of situation. A leading statesman or artist or many official who realize that as public functionaries he is likely to be continually in the company are likely to instinctively avoid these awkward attitudes and furtive glances that sometimes spoil the pleasure of the guests. They are glad to share the same and self-conscious in consequence. From the standpoint of the smugshopper, perhaps the most satisfactory solution in this country are the diplomats at Washington—that is, the alien officials who are stationed at our seat of government. As the ambassadors or ministers of foreign powers. For one thing, these titled foreigners are possessed of gorgeous uniforms that show up well in the spotlight of the camera when they are being accustomed to being constantly on dress parade.

The snap-shooter must "quick on the trigger" and he cultivates ability in this direction almost as earnestly as the gun fighter of the west did in the old days. The newspaper snapshooter is made by means of special cameras made especially for the purpose, and costing as much as \$250 apiece. Only a fraction of a second is required, of course, to make a snap-shot, once the lens is focused upon a celebrity in a desired position, but the uncertainty lies in the fact that the celebrity is seldom actually posing for his picture. More than likely he may not realize that he is being caught by the camera, or perhaps he may be trying



SNAP SHOT OF THE BRITISH AMBASSADOR
AND MRS. JAMES FLOYD

Wouldn't it be nice within a week or so to begin to see gladioli forever in the wedding, birthday, anniversary or in the quiet passage of time; the forehead on the touch of Old-Grand mother, the dimple and smile in the back, the growing nose the wedding spots before the eye, and last skin; elegant, beautiful, wedding eye like or shadow, lip orange, another short breath, sleeplessness and the

I have a recipe for those trouble-free, shiny chrome bumpers. And if you want to make a Q-TIP, here's a recipe for that, too. To write and get a copy of it, I, Mary, a doctor, would charge you \$100 just for writing this prescription. But I have to be fair and glad to send it to you *gratis*. So, if you want a copy, please write to: Dr. A. E. Hildstrom, 3-200 Rock Island Road, Omaha, NE 68131. And I will send it by return mail in a plain envelope. As you will see when you get it, this recipe contains a lot of words that are spelled with the letter "Q." Great spelling and punctuation power!

It will quickly show the power some of us use. As I think you had better see what it is without delay, I will send you a copy of the letter I can use to tell you about myself at home.

Significance in Names.
In an Illinois town, a workman having been informed that a sixth baby had arrived at his home, exclaimed: "Sufficient!" and his neighbors, referring to his having given that name—Sufficient—to the new arrival, credited him with originality. The incident resembles a case near home, adds the New York Tribune. A New York family was blessed with nine daughters, when the story brought a tenth one. It was in the days when the slang term for an offspring was a "chestnut," and as the baby certainly came under that head she received the name, but to euphony's sake the French for the word was employed, and she was called Maroon.

Admitted.
"Women already do a lot of governing," said Mrs. C. H. P. Belmont, the brilliant suffrage leader, in a interview in New York. "Men, I think, are observant and frank, admit that."

"What prompted you, old man, to promise to Miss Dash?"

"The editor, who was, like all editors, extremely observant and extremely frank, answered:

"Well, to tell you the truth, I think Miss Dash prompted me more than anybody else."

Benny on Benevolence.
Benevolence is a great thing. When you have benevolence you cannot rest until you do something to make other people feel grateful to you. The other day my mamma went up into the attic to find a lot of old clothes to give to poor people who could not afford to buy any clothing for themselves. While she was hunting around she found a gold-headed cane worth \$25. The grandpa had put up there 18 years ago, and forgot all about it. Thus we see, dear friends, benevolence brings its own reward.—Benny

As Time Passes.
 "Before you were married you used to send your wife flowers."
 "Yes," replied Mr. Meekton. "Now I take a diamond necklace to make her as enthusiastic as she used to be over a five-dollar bunch of roses."

To Put it Mildly.
 "They say he has a swelled head."
 "I must admit that he seems to appreciate himself very much."

THEY GROW
Good Humor and Cheerfulness From
Right Food and Drink.

Anything that interferes with good health is apt to keep cheerfulness and good humor in the background. Washington lady found that bitter coffee alone made things bright for her.

"Four years ago I was practically given up by my doctor and was not expected to live long. My nervous system was in a bad condition.

"But I was young and did not want to die so I began to look about for the cause of my chronic trouble. I used to have nervous spells which would exhaust me and after each spell it would take me days before I could sit up to

The first cup, which I made according to directions, had a soothing effect on my nerves and I liked the taste. For a time I nearly lived on Postum and ate little food besides. I am today a healthy woman.

"My family and relatives wonder I am the same person I was four years ago, when I could do no work on a count of nervousness. Now I am doing my own housework, take care of two babies—one twenty the other ten months old. I am so busy that I have got time to write a letter, yet I do it all with the cheerfulness and good humor that comes from endless work."

Read "The Road to Wellville,"
page "There's a Reason."